



15th Annual Executive Seminar Series on International Trade

Massachusetts Export Center

*part of the Massachusetts Small Business Development Center Network
in cooperation with MassDevelopment*

presents



Fall 2006

Partners for Trade

Seminar and Registration Guide

Massachusetts Export Center
Massachusetts Small Business Development Center Network

In Collaboration With

Massachusetts Department of Business and Technology • U.S. Small Business Administration
MassDevelopment • Massachusetts Office of International Trade & Investment
University of Massachusetts Amherst • U.S. Department of Commerce



Mitt Romney
Massachusetts Governor

*Join us as
partners for trade.*



Steven Preston
SBA Administrator

**Register for seminars online at
www.mass.gov/export.**

Preregistration is required for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

Seminar materials are for attendees only.

Series Payment: To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

Discount Pricing: Seminars are offered at a nominal fee; therefore we do not offer any discount pricing.

Walk-Ins: There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

Payment is due with your registration. We accept cash and company or personal checks. Registrations through our website also require payment in advance. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants.

No Shows: Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.



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Save the Date!

The annual International Networking Evening and Business Forum
being will be held on February 7, 2007 in Boston.

Although accurate at press time, seminars may be added, rescheduled or cancelled.

To confirm dates, please visit our website at www.mass.gov/export.

Program Descriptions

Complying with the European REACH Chemical Management System



Regional Technology Cooperative

Beginning in 2007, the proposed overhaul of the European chemical management system—REACH (Registration, Evaluation and Authorization of CHemicals)—will take effect. These new regulations will have important implications for U.S. firms exporting to Europe. This program will cover the Globally Harmonized System of Classification and Labeling of Chemicals (GHS), the use of sustainable chemicals management, green chemistry and cleaner production approaches, and how they can help businesses turn REACH from a challenge to an opportunity.

The new REACH system will put much more responsibility on companies to collect data on most chemicals on the market, assess the risk of these chemicals, and define safe use down the supply chain. It will also create a new system for dealing with the most hazardous chemicals, in which companies will have to justify continued use of chemicals of very high concern. Any company that exports chemicals, chemical mixtures or finished products into the EU will be affected, as will companies competing in Europe, the U.S. or elsewhere with products meeting European standards.

- Andrew Fasey, President — Protection Through Knowledge, Ltd. (UK)
- Uwe Lahl, Director General — German Federal Environment Ministry
- Joel Tickner, Principal Investigator — Lowell Center for Sustainable Production

Thursday, November 2 • Registration 8:30 a.m.; Program 9:00 a.m. – 3:00 p.m. • Holyoke Community College, Kittredge Business Center, People's Conference Room, Holyoke • \$95 includes continental breakfast and lunch

Essentials of Importing



Join us for this interactive and in-depth seminar that will walk participants step-by-step through the entire import process. The seminar will cover the operational, logistical and financial aspects of importing while addressing special areas of concern for importers, such as global supply chain management and security. Specific issues to be covered include: product classification, global sourcing, customs clearance, import financing, logistics, documentation, customs initiatives, supply chain security, and working with import service providers.

- Robin Douglas, Import Manager — Boston Warehouse Trading
- Robert Kenneally, Director of Imports — FedEx Trade Networks
- Jim Knight, Enforcement Agent — Customs and Border Protection (invited)
- Stephen Leahy, Principal — Law Office of Stephen J. Leahy
- Peter McHenry, Senior Management Counselor — Massachusetts SBDC
- Rosemary Russell, Vice President International Banking — Eastern Bank
- Edward Szymczak, Supervisory Import Specialist — Customs and Border Protection, Department of Homeland Security

Friday, October 20 • Registration 8:30 a.m.; Program 9:00 a.m. – 4:00 p.m. • State Transportation Building, Conference Room 2, Boston • \$95 includes seminar materials, breakfast and lunch; does not include parking

Introduction to Exporting and Export Documentation 101



If you want to learn about the basics of exporting and how to get started, then join us to learn about various aspects of doing business internationally. In this session we will cover assessing and researching potential export markets, identifying and selecting potential export partners, mechanics of export transactions including documentation and getting paid, export regulations and working with export service providers.

- Robert Gresham, Sales Manager — Bax Global
- P. Ann Pieroway, Western Mass Program Director — Massachusetts Export Center

Wednesday, October 18 • Registration 8:30 a.m.; Program 9:00 a.m. – 12:00 p.m. • Berkshire Chamber of Commerce, Pittsfield • \$45

European Logistics Roundtable



Many U.S. businesses consider Europe to be one of their most important export markets. Indeed, the European Union accounts for 20% of the world's imports and exports, making it the largest world trader. As companies export more and more to Europe, however, they are often faced with the need to optimize their logistical operations to meet local customer demands. Join us for this seminar and roundtable discussion, which will address the following issues: developing an effective European supply chain strategy; trends in European logistics; customs clearance and VAT; working with logistics partners, such as 3PLs and more!

- Ron Roest, General Manager — Holland International Distribution Council

Tuesday, November 14 • Registration 8:30 a.m.; Program 9:00 – 11:00 a.m. • State Transportation Building, Conference Room 4, Boston • \$20 includes seminar materials and continental breakfast; does not include parking

Export Documentation and Valuation



Have you ever been unsure about what value to declare on your commercial invoice or export declaration? Are you sometimes uncertain when completing export documentation? Are you unclear on how to value and document export shipments for repairs, returns or warranties? Even for experienced exporters, documentary requirements for international trade can be a confusing and ever-changing tangle of papers, forms and regulations. Moreover, in today's heightened regulatory trade environment, errors on export valuation and documentation can lead to penalties, customs problems and shipping delays. Join us for this hands-on, practical program which will walk participants through the process of completing major export documents, such as the SED/AES, Certificates of Origin, Commercial Invoices and others. The seminar will also focus on correctly documenting the value of export shipments, including special cases such as warranty or repair shipments. Finally, the seminar will provide guidance on proper usage of Incoterms. Participants are encouraged to bring real-world examples and plenty of questions!

- Tom Heinz, Director of International Banking — Oceanaire, Inc.
- Harvey Waite, Vice President and Compliance Manager — Oceanaire, Inc.
- Joe Wyson, Executive Vice President — Oceanaire, Inc.

Tuesday, December 5 • Registration 8:30 a.m.; Program 9:00 a.m. – 4:00 p.m. • State Transportation Building, Conference Room 2, Boston • \$95 includes seminar materials, breakfast and lunch; does not include parking

International Trade Payment and Finance Tools



This seminar is designed to introduce exporters to basic international payment options for export sales, including cash in advance, open account, wire transfer, consignment, sight drafts and time drafts. The international letter of credit cycle will also be reviewed. This program will also discuss numerous financing resources for U.S. exporters and overseas buyers of U.S. products and services. Included will be information on export insurance, a tool widely used by overseas companies that enables the exporter to extend terms to overseas customers while significantly limiting credit risk. The seminar will also provide guidelines on checking the creditworthiness of overseas customers and assessing the risk of doing business abroad.

- Dana Brousseau, Global Trade Solutions — Bank of America
- Robert Pescod, Foreign Exchange — Bank of America (invited)

Thursday, October 26 • Registration 8:00 a.m.; Program 8:30 a.m. – 2:00 p.m. • Holiday Inn, Taunton • \$75 includes continental breakfast and lunch

Managing Overseas Sales Agents and Distributors



Many exporting firms rely heavily on distributors or agents to generate sales in overseas markets. An exporter's success in an overseas market is often directly tied to the effectiveness of the company's distribution partner in that market – and yet many exporters do not take the time to carefully screen, manage and support their overseas sales agents and distributors. How do you find reliable overseas partners and avoid those that won't deliver? How do you support and motivate your agents or distributors to effectively generate sales? What sales and support structure do you need and what are the tradeoffs for different options? This seminar will discuss these issues and more, and will feature speakers from some of the state's leading exporting firms who will discuss their strategies for success in global markets. Specific topics will include: identifying, qualifying, managing, supporting and motivating overseas agents and distributors; agency/distributorship contract elements and negotiation; pricing structures and discounting; and intellectual property concerns.

- Mary Echevarria, Manager, International Sales Operations — Hologic Corporation
- Larry Fava, Director of Sales and Marketing — Immunetics, Inc.
- Ed Hurley, Photovoltaic Sales Manager — Spire Corporation
- Steven London, Partner — Brown Rudnick
- Paula Murphy, Director — Massachusetts Export Center
- Delfy Ramones, Director, Latin American Sales — Thermo Electron Corporation

Thursday, December 7 • Registration 8:00 a.m.; Program 8:30 – 11:30 a.m. • Brown Rudnick, One Financial Center, 18th floor, Boston • \$60 includes seminar materials and continental breakfast; does not include parking

The New CAFTA-DR Free Trade Agreement: How U.S. Companies Can Benefit



The recent signing of the landmark U.S.–Central America–Dominican Republic Free Trade Agreement (CAFTA-DR) creates enormous opportunities for U.S. firms. CAFTA-DR creates the second-largest U.S. export market in Latin America, behind only Mexico, and the tenth largest U.S. export market in the world. The United States exported almost \$16 billion in goods to the five Central American countries and the Dominican Republic in 2004. This seminar will discuss how your company can benefit from CAFTA-DR, including business opportunities within the region for U.S. firms. The seminar will also discuss some of the technical and paperwork requirements that companies must meet to benefit from the preferential duty provisions under the CAFTA-DR agreement.

- William Davis, Senior International Trade Specialist — U.S. Department of Commerce
- Anthony Grasso, International Trade Specialist — U.S. Commercial Service, Trade Information Center, Washington, DC
- Michael McGee, Sr. Commercial Officer — U.S. Commercial Service, Dominican Republic
- P. Ann Pieroway, Western Massachusetts Program Director — Massachusetts Export Center

Tuesday, September 12 • Registration 8:30 a.m.; Program 9:00 a.m. – 12:30 p.m. • Publick House, Sturbridge (directions online) • \$50 includes continental breakfast and materials

RoHS and WEEE: Are You Compliant with EU E-Waste Directives?



Companies selling a broad range of electrical goods in Europe and other countries are required to comply with the WEEE directive (Waste Electrical and Electronic Equipment) and the RoHS directive (Restriction of Use of Certain Hazardous Substances). This seminar will review these global directives and their impact on business, as well as the following topics: contract liability issues; a corporate approach to RoHS compliance; positioning RoHS-compliant products as a competitive advantage; and other directives including China RoHS, JGPSSI (Japan), and U.S. state laws.

- Donald Angelhart, Esquire — Seyfarth Shaw, LLP
- John Burkitt, President — John Burkitt Associates, LLC
- Stephen Greene, Senior Project Manager — Mabbett & Associates, Inc.

Wednesday, October 25 • Registration 8:30 a.m.; Program 9:00 a.m. – 12:00 p.m. • Holyoke Community College, Kittredge Business Center, People's Conference Room, Holyoke • \$75

Export Regulatory Compliance Summit

Holland+Knight



American Shipper



DiVecchio & Associates

Many exporters are well aware of the need to be compliant with U.S. export regulations. As the regulations become increasingly complex and more aggressively enforced, however, most firms are quickly finding that a mere awareness of export compliance issues is not enough. Companies that don't take a proactive and preemptive approach to export compliance will fall behind the curve on regulatory changes, leaving themselves open to noncompliance and possible enforcement action.

This all-day seminar will provide the latest information on export regulatory trends, with a focus on hot-button compliance issues.

The seminar will feature experts from private industry and government discussing the following issues: the impact of recent and pending export regulatory changes; enforcement trends; the tightening of controls on exports to China; export clearance and documentation; tips on avoiding pitfalls in the current regulatory environment; and best practices for compliance program development. The seminar will be followed by a networking reception.

Don't miss this unique opportunity to hear the latest on export compliance issues and trends from some of the country's leading compliance experts! Space is limited, so be sure to register early.

- Brian Amero, Corporate Trade Compliance Manager — Teradyne, Inc.
- Luiz da Costa, Trade Compliance Principal — Genzyme Corporation
- Robert Daniels, Director of Worldwide Logistics — Avid Technology, Inc.
- Wayne Day — U.S. Immigration and Customs Enforcement
- Kenneth Delaporta, Director of Operations and Export Compliance — The Mathworks, Inc.
- Paul DiVecchio, Principal — DiVecchio & Associates
- Jonathan Epstein, Partner — Holland & Knight LLP
- Tad Ferris, Partner — Holland & Knight LLP
- Donald Fischer, Director of World Trade Management — PricewaterhouseCoopers
- William Higgins, Special Agent — U.S. Department of Commerce, Bureau of Industry and Security
- William Humber, Import/Export Compliance Manager — Varian Semiconductor Equipment Associates, Inc.
- Carol Kalinoski, Director — Carol A. Kalinoski & Associates, Inc.
- Judith Long, Director of Export Compliance — Invensys
- Paula Murphy, Director — Massachusetts Export Center
- James Pollock, Partner — Holland & Knight LLP
- Harvey Waite, Vice President and Compliance Manager — Oceanair, Inc.

With special keynote guests:

- Mark Menefee, former Director, Office of Export Enforcement — U.S. Department of Commerce
- Joey Morales, Supervisory Survey Statistician — Foreign Trade Division, U.S. Census Bureau
- Rep — U.S. Department of Commerce, Bureau of Industry & Security (invited)

Friday, November 3 • Registration 8:30 a.m.; Program/Reception 9:00 a.m. – 5:00 p.m. • Offices of Holland & Knight LLP, Boston • \$225 includes seminar materials, breakfast, lunch & cocktail reception; does not include parking. A discounted price of \$195 per person is available to companies sending three employees or more.

Certified Global Business Professional Series (CGBP)

The NASBITE Certified Global Business Professional designation (CGBP) is the only nationally-recognized professional credential that demonstrates an individual's competency in international business.

Join us for this new, comprehensive seminar series specifically designed to help individuals prepare for the CGBP exam while providing practical, real-world information on all aspects of international business. Participants who complete the entire series will receive a certificate of completion issued by the Massachusetts Export Center.

A month after the conclusion of the seminar series, individuals will have the opportunity to take the CGBP exam in Worcester. Individuals passing the exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce.

International Sales and Marketing (Friday, November 17)

This session will cover: global risk assessment; international market research methodologies and strategies; overseas market evaluation and selection; methods of market entry; development of international marketing strategies; and working with overseas sales and distribution partners.

- Anne Copleand, Founder and Executive Director — Interchange Institute
- William Davis II, Senior Int'l Trade Specialist — U.S. Department of Commerce, Commercial Service
- Julia Dvorko, Central Mass Program Director — Massachusetts Export Center
- Lester Fehr, Vice President of Sales and Marketing — Arthrosurface, Inc.
- Carol Galvin, Senior Manager, Market Intelligence — IBM Software Group
- Mitchell Nollman, Director of Americas Professional Systems Division — Bose Corporation

Global Business Management (Friday, December 1)

This session will cover: global business plan development; global pricing and budgeting; international product certifications and standards; export regulatory compliance; intellectual property protection; international contract law and dispute resolution; and global sourcing.

- Anja Bernier, President and Owner — Efficient Evolutions LLC
- James Donnelly, Jr., Partner — Mirick, O'Connell, DeMallie & Lougee, LLP
- Natascha Finnerty, Founder and Principal — DL Exports International
- William O'Brien, Principal — Law Offices of William E. O'Brien
- Frank Rosatone, Regional Sales Manager, TÜV Rheinland of North America, Inc.
- Robert Sylvia, Senior Vice President Operations — Hudson Lock LLC and ESP Lock Products
- Roger Zimmerman, Intellectual Property Attorney — Mirick, O'Connell, Demallie & Lougee, LLP

Global Trade Finance and Banking (Friday, December 8)

This session will cover: foreign commercial and political risk assessment; foreign partner credit analysis techniques; methods of international payment, including letters of credit, documentary collections and other instruments; foreign exchange risk mitigating techniques; export quotations and pro forma invoices; export credit insurance; and export financing.

- John Despic, Vice President, International Trade Banking — Sovereign Bank
- Eric Hunter, Vice President — MassDevelopment
- John Joyce, International Trade and Finance Manager — U.S. Small Business Administration
- Nathaniel Kaynor, Assistant Vice President, Foreign Exchange Sales — Sovereign Bank
- Michael Laffan, Vice President, International Trade Banking — Sovereign Bank
- Mary Shea, Special Agent — Coface North America

Global Supply Chain and Logistics Management (Friday, December 15)

This session will cover: the Harmonized Tariff Schedule and product classifications; global trade documentation; AES; shipping under free trade agreements; tariffs, tariff calculations and non-tariff barriers; duty drawback; customs brokers, freight forwarders, 3PLs and other service providers; Incoterms; landed cost calculations; carnets; transportation modes and costs; export packing; cargo insurance principles; and supply chain security issues.

- Richard Bridges, Account Executive — Roanoke Trade Insurance, Inc.
- Paula Connelly, Partner — Middleton & Shrull
- Barbara Secor, President — EXIM Associates, Inc.
- Roland Shrull, Partner — Middleton & Shrull

CGBP Exam Review (Friday, January 26)

This session will review content from previous CGBP seminars, including: international sales and marketing; global business management; global trade finance and banking; and global supply chain and logistics management. The session will also review government agencies and other resources across all disciplines covered in the series. The seminar will also cover test preparation strategies.

- John Despic, Vice President, International Trade Banking — Sovereign Bank
- Julia Dvorko, Central Mass Program Director — Massachusetts Export Center
- Nathaniel Kaynor, Assistant Vice President, Foreign Exchange Sales — Sovereign Bank
- Michael Laffan, Vice President, International Trade Banking — Sovereign Bank
- Barbara Secor, President — EXIM Associates, Inc.

NASBITE CGBP Exam (Saturday, February 24)

Individuals passing the NASBITE CGBP exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce. **Individuals must register for the exam in advance directly with NASBITE. The registration fee is \$50 and the exam fee is \$295, and is not included in the Massachusetts Export Center seminar fees. To register for the exam, visit www.nasbitecgbp.org.**

Dates: *Fridays: November 17; December 1, 8, 15; January 26, 2007
Exam: Saturday, February 24, 2007*

Time: *Registration 8:30 a.m.; Program 9:00 a.m. – 4:00 p.m.
(except January 26 session, program 9:00 a.m. – 2:00 p.m.)*

Location: *Worcester State College, Student Center N/S Auditorium, Worcester
(except December 8 session that will be held in the lecture hall at the Learning Resource Center, 486 Chandler Street, Worcester)*

Cost: *\$500 for the entire series or \$125 per individual session
To qualify for series pricing, all sessions must be paid prior to the first class. Fees includes seminar materials, breakfast and lunch; does not include NASBITE CGBP exam and registration fees.*

Note: The seminar fee does not include exam fees, and individuals must register for the exam directly with NASBITE. Eligible candidates for the NASBITE CGBP credential must have completed at least two years of college-level classes OR worked in the international trade field for at least two years.



Driving Directions

Berkshire Chamber of Commerce

75 North Street, Suite 360, Pittsfield • (413) 499-4000

From the Massachusetts Turnpike (I-90): Take Exit 2. From the ramp, turn right onto Route 20 (to Lee and Pittsfield). Stay on Route 20 as it merges with Route 7 (North). Follow approximately 7 miles to the Park Square rotary in downtown Pittsfield. Go 3/4 of the way around rotary onto West Street. Turn right at the first street (McKay Street). You will see a parking garage on your left. Park in the lot in front of the garage for 90-minute parking or on the ground level of the garage for three-hour parking.

From Route 9: Follow Route 9 West through Dalton to the light at the intersection of Routes 8 & 9, Pittsfield (Coltsville). Follow Route 9 until it ends. Make a left onto North Street and follow to Park Square. Turn right at the light onto West Street. Take the first right onto McKay Street (Berkshire Bank on corner), which will take you to the parking garage on the left. Park in the lot in front of the garage for 90-minute parking or on the ground level of the garage for three-hour parking.

To Chamber: The Chamber is located in the Central Block building in front of the garage. Take the double doors in the middle between Brazilian Restaurant on your left and Trattoria Rustica Restaurant on your right. Follow the hallway down to the end, take the elevator to the third floor, make a left off the elevator and the Berkshire Chamber of Commerce is on the left. Do not take the stairs, as a key is needed to enter the third floor.

Brown Rudnick

One Financial Center, 18th Floor, Boston • (617) 856-8200

Brown Rudnick is located at One Financial Center in Boston, across the street from South Station on the corner of Atlantic Avenue and Summer Street. Visit www.bigdig.com for up-to-date maps and information. Photo ID required for building entry.

From the West: Take Mass Pike East to Exit 24. From Exit 24, take Exit 24A (a right hand exit) to South Station. At the end of the ramp go straight through the lights onto Atlantic Avenue. At the third set of lights, take a left onto Essex Street. The One Financial Center garage is on your right.

From the North: Take 93 South to Boston and cross the Zakim Bridge. Take Exit 23 Purchase Street/ South Station. While in the tunnel, stay in the right lane. Take Exit 23 and drive up the ramp. Once outside, there will be a small green sign on your right - Financial District. Drive straight and stay in the right lane. There will be 4 sets of lights: 1st set is Purchase and Congress Street; 2nd set is a cross walk for pedestrians; 3rd set is Purchase and Summer Street. Drive through the intersection and move into the left lane at lights (Lincoln and Essex). Take a sharp left onto Essex Street. Directly in front of you will be a brown building with red awnings. One Financial Center will be on the left.

From the South: Take 93 North to Exit 20. Follow signs to South Station. At the end of the ramp go straight through the lights onto Atlantic Ave. At the third set of lights, take a left onto Essex Street. The One Financial Center garage is on your right.

Public Transportation: Take Red Line to South Station. One Financial Center is located immediately across Atlantic Avenue from South Station.

Holiday Inn

700 Myles Standish Boulevard, Taunton • 508-823-0430

From the South: Take Route 495 North to Exit 9 (Bay Street). Take a left at exit to first set of lights. Turn right onto Myles Standish Boulevard. Hotel is one mile on right.

From the North: Take Route 495 South to Exit 9 (Bay Street). Take a right at exit to first set of lights. Turn right onto Myles Standish Boulevard. Hotel is one mile on right.

Holland & Knight LLP

10 St. James Avenue, 11th Floor, Boston • (617) 523-2700

Conveniently located at the intersection of St. James Avenue and Arlington Street, across the street from the Park Plaza Hotel.

From the West: Take the Mass Pike East/ Route I-90 to the Prudential Center/Copley Square exit. Stay right at the fork in the ramp, following signs to Copley Square. Merge straight onto Stuart Street. Follow Stuart Street for two blocks and take a left onto Berkeley Street. Take the next right onto St. James Avenue. About 2/3 of the way down block turn right into the parking garage underneath the 10 St. James Avenue building.

From the South: Take Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right onto Charles Street (approximately one-third of a mile.). Stay in the left lane. Take an immediate left onto Park Plaza, which becomes St. James Avenue. Continue straight, and you will pass the Park Plaza Hotel on your left. Immediately after crossing Arlington Street, turn left into the Parking Garage for 10 St. James Avenue.

From the North: Follow I-93 South to exit 26A for Storrow Drive. Follow the Leverett Connector, merging onto Storrow Drive at the bottom of the ramp. Follow Storrow Drive and take the second left exit which is for Copley Square. At the traffic light, turn left onto Beacon Street, and then take an immediate right onto Arlington Street. Follow Arlington Street past the Public Garden (on left) through two sets of lights. Take a right at the third set of lights onto St. James Avenue. Turn left into parking garage underneath 10 St. James building.

Public Transportation: Take the Green Line to the Arlington Street station. Follow Arlington Street south (going away from the Public Garden). After about a block, take a right onto St. James Avenue. The door to 10 St. James will be on your left.

Holyoke Community College

Kittredge Business Center, People's Conference Room, Holyoke • (413) 538-7000

From Massachusetts Turnpike (I-90): Take Exit 4 to Route I-91 North (follow directions below).

From Route I-91 North: Take Exit 16 to Route 202. Take a left at bottom of ramp. At next light, take a left on Route 202 and follow for 0.8 mile to campus. Take a right-hand turn into campus, then an immediate left. Continue to "E" parking lot.

From Route I-91 South: Take Exit 16 to Route 202. Take a right at bottom of ramp, at next light take left on Route 202 for 0.8 mile to campus. Take a right-hand turn into campus, then an immediate left. Continue to "E" parking lot.

State Transportation Building

10 Park Plaza, 2nd Floor Conference Center, Boston • (617) 973-8664

The State Transportation Building is located in downtown Boston between the theater district and the Park Plaza Hotel. The building can be reached by automobile, rapid transit, and commuter rail. Several MBTA stations are within a five-to-ten minute walk from the building, which is fully accessible to people with disabilities. Parking is available in the State Transportation Building garage and in other garages nearby. Although directions are accurate at press time, significant changes in the Central Artery Project are expected. Please call SmartTraveler at (617) 374-1234 or visit www.bigdig.com for up-to-date traffic information. Photo ID required for building entry.

From the North: Take the Leverett Connector off Route 93 (Storrow Drive exit, immediately before the Lower Deck). Follow all the way into Leverett Circle, and get onto Storrow Drive West. Pass the government center exit on the left, and take the second exit (Copley Square), which will also be on the left side. Get into the left lane, and at the lights, take a left onto Beacon Street. Take an immediate right onto Arlington Street. Follow Arlington past the Public Garden and crossing Boylston and St. James Streets. After passing the Boston Park Plaza Hotel on the left, take a left onto Stuart Street. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

From the South: Take Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right (approximately 1/3 of a mile.) The State Transportation Building will be on your right at this point. After a right turn, the entrance to the garage is about halfway down on the right. Other garages nearby: Motor Mart Garage, the Radisson Hotel garage and the Boston Common Garage.

From the West: Take the Mass Pike East to the Copley Square exit (which will bring you to a set of lights at the intersection of Dartmouth and Stuart streets). Go straight on Stuart Street for several blocks. After crossing the intersection of Arlington Street, continue straight for another block. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets.

Public Transportation: Take the Green Line to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left (Remington's pub is on the corner). The State Transportation Building is at the end of the alley.

Worcester State College

486 Chandler Street, Student Center N/S Auditorium, Worcester • (508) 929-8000

From Massachusetts Turnpike (I-90): Take Exit 10 (Auburn) to Route 290 East (follow directions below).

From I-Route 495 North or South: Take Exit 25 to Route 290 West (follow directions below).

From Route 9 West: Follow Route 9 West into Worcester (follow directions below).

From Route 146 North: Take Route 146 North to Route 290 East (follow directions below).

From Route 190 South: Take Route 290 West (follow directions below).

From Route 290 West: Take Exit 18 (Route 9 West). Turn right off exit ramp and stay in center lane, following directions for Route 9 West. Turn right onto Route 9 West - also known as Highland Street (follow directions below).

From Route 290 East: Take Exit 17 (Route 9). Turn left onto Route 9 West which will turn into Highland Street at bottom of the hill. Proceed up the hill onto Highland Street (follow directions below).

From Highland Street: While on Highland Street, stay in the right lane. Stay on Highland Street for 1.5 miles (you'll pass Elm Park and Doherty High School on the left). At the rotary, bear left onto June Street (pizza establishment on corner). At the second light, turn right onto May Street. The main entrance to the College will be three blocks up on your left. If the main entrance is closed, proceed past the intersection of May and Chandler Street, down Chandler Street past the Ghosh Science and Technology Center (a large brick building on your left) and enter through the North Entrance on your left.

For a campus map to find actual buildings where the training will take place, go to www.worcester.edu/aboutwsc/map.htm.

Speaker biographies are available online at
www.mass.gov/export.

Partners and Cosponsors



The **Massachusetts Export Center** (www.mass.gov/export), part of the Massachusetts Small Business Development Center Network, provides a number of targeted services to help Massachusetts companies to achieve success in global markets. The Export Center also serves as the first point of contact for Massachusetts companies to access all export services offered by the state's primary international trade service providers. Contact the Massachusetts Export Center for the following services: one-to-one export counseling and technical assistance; export workshops, training programs and conferences; overseas market research, statistics and publications; international marketing activities and assistance; and meetings with visiting international business delegations. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling **(617) 973-8664**.



The **Massachusetts Small Business Development Center Network** (www.msbdcenter.org), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies counseling assistance on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade counseling services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Department of Business and Technology** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. DBT is committed to working directly with the business community to make Massachusetts an even better place to do business.

The **Massachusetts Office of International Trade and Investment** is a sister agency to the Massachusetts Export Center that carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling all foreign protocol, which currently involves 30 sister state and development agency agreements with Massachusetts; and focused export promotion through international trade show participation. MOITI has three foreign offices—Mexico City, Berlin and Shanghai—that engage in export promotion activities integrated with the services of the Massachusetts Export Center.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

MSBDC Network

The Massachusetts Small Business Development Center (MSBDC) Network provides free, high quality, one-to-one management and technical assistance counseling and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business and Technology and a consortium of higher educational institutions led by the University of Massachusetts Amherst, and including Boston College, Clark University, Salem State College, University of Massachusetts Boston and the University of Massachusetts Dartmouth.

State Office (413) 545-6301

Counseling Centers

- Boston College SBDC (617) 552-4091
- Clark University SBDC (508) 793-7615
- Massachusetts Export Center
 - Boston Office / Headquarters (617) 973-8664
 - Holyoke Office (413) 552-2316
 - New Bedford Office (508) 999-1388
 - Worcester Office (508) 929-8844
- Procurement Technical Assistance Center (413) 545-6303
- Salem State College SBDC (978) 542-6343
- Southeastern Massachusetts Regional SBDC (508) 673-9783
- UMass Boston SBDC & Minority Business Center (617) 287-7750
- Western Massachusetts Regional SBDC (413) 737-6712

Visit our website at www.msbdc.org



Special thanks to the New Bedford Area Chamber of Commerce, Holyoke Community College and Worcester State College for hosting the Massachusetts Export Center's regional offices.



Registration Form

Please complete a separate registration form for each attendee, duplicating this form if necessary. Payment must accompany registration form. We accept cash and personal or company checks. We do not accept credit cards or purchase orders, nor do we invoice participants. ***Please make checks payable to the University of Massachusetts.*** Confirmations will not be sent.

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<input type="checkbox"/> Certified Global Business Professional Series - all 5 sessions (\$500*) or <input type="checkbox"/> International Sales and Marketing (\$125*) <input type="checkbox"/> Global Business Management (\$125*) <input type="checkbox"/> Global Trade Finance & Banking (\$125*) <input type="checkbox"/> Supply Chain & Logistics Management (\$125*) <input type="checkbox"/> CGBP Exam Review and Open House (\$125*) * Price does not include cost of NASBITE CGBP exam and registration fees							
<input type="checkbox"/> Complying w/European REACH Chemical Management System (\$95) <input type="checkbox"/> Essentials of Importing (\$95) <input type="checkbox"/> European Logistics Roundtable (\$20) <input type="checkbox"/> Export Regulatory Compliance Summit (\$225) <input type="checkbox"/> International Trade Payment and Finance Tools (\$75) <input type="checkbox"/> Intro to Exporting and Export Documentation 101 (\$45) <input type="checkbox"/> Managing Overseas Sales Agents and Distributors (\$60) <input type="checkbox"/> The New CAFTA-DR Free Trade Agreement... (\$50) <input type="checkbox"/> RoHS and WEEE: Are You Compliant w/the EU E-Waste Directives? (\$75)							

Mr. Ms. Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail _____ Web Address _____

Product/Service _____

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest: _____

Cancellation/Refund Information: Cancellations received by noon the day prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company or personal checks. We do not accept credit cards or purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 6-603001-Z-0022-26 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone (617) 973-8664.

Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDCNetwork, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310

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Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to

Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

**For further information, visit our website at
www.mass.gov/export**



University of Massachusetts
MSBDC Network
121 Presidents Drive
Amherst, MA 01003-9310

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Attn: International Sales and Marketing

www.mass.gov/export

For help with export financing, visit www.massdevelopment.com